

OPTIMIZE YOUR POSTING AND STAND OUT FROM THE CROWD



Job Advertisement Optimization can increase your candidate **QUANTITY**, candidate **QUALITY**, or **BOTH**.

YOUR IMPROVEMENT NEEDS:

- Need more applications?
- Receive too many applications?
- Need more quality applicants?

YOUR SOLUTION:

Job Advertisement Optimization is a process of scientifically maximizing your jobs to reach the right candidates, by appearing in more searches, and higher search results. We design the optimized job advertisement to engage, through visual appeal and rich content, to market your position and encourage candidates to apply. This can result in lower cost per hires, more productive recruiting, and decreased turnover.

HOW IT WORKS:

Personified uses proprietary data and search engine optimization (SEO) best practices to target your desired talent, combining content and design to encourage job seekers to apply.

- Personified completes a competitive analysis, rewriting and crafting the job to outperform the competitors.
- Personified conducts employee interviews to write an accurate description to engage the RIGHT candidates to apply, educating the candidates to filter for better quality.
- Personified utilizes proprietary CareerBuilder information to maximize SEO.
- Personified suggests layout and branding changes to create a visually appealing advertisement.

DID YOU KNOW?

Job Advertisement Optimization can increase your jobs visibility on Internet search engines such as Google, Yahoo!, and Bing, not just job board search engines.

A 2010 PERSONIFIED JOB SEEKER SURVEY SHOWS...

- The job **description** is the most important factor when applying to a job.
- 75% of job seekers said the look and feel of a company's posting influences their decision to apply.
- 71% of job seekers are more likely to apply to a Personified Job Advertisement Optimized job than a typical job posting.
- The majority of job seekers spend less than 3 minutes viewing a job posting; **make sure yours is one that engages them to apply.**

Before:



After*:



*After example above includes branding skin, inquire with your sales rep for details.

GET INDUSTRY LEADING ASSISTANCE FROM A CAREERBUILDER REPRESENTATIVE. CALL 1-877-FILL-A-JOB OR VISIT www.BuildMyDreamTeam.com TODAY.

Personified™